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OUTLINE OF ORIENTATION

ON

ONE DRAFT PLAN

for

PSYCHOLOGICAL WARFARE INTELLIGENCE PRODUCTION

INTRODUCTION

i. This document is in large part a tentative methodological framework for producing intelligence in response to two requesters on one main aspect of psychological warfare.

ii. It is a "semi-finished" tool, or rather, a tool ready to be sharpened. It is submitted for critical pre-evaluation now, in this form, only because it, or some substitute for it, must be employed with as little delay as possible.

iii. There was no intention of producing such a tool when the psychological warfare intelligence requests were originally levied. It evolved during several months' attempts to work up the intelligence production plan needed to meet the requests.

iv. It has not yet been tested on the basis of inductive sifting of any given body of incoming intelligence raw materials.

1. The OVER-ALL FIELD OF PSYCHOLOGICAL WARFARE is enormous, obviously, with innumerable facets. Even when confined by definition to propaganda, it includes, by conventional categories, such sub-fields as origination, contents (strategic and tactical), audience, reception (physical accessibility), transmission, pre-testing, and counter measures.

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2. Our present interest is of course in the INTELLIGENCE ASPECT of psychological warfare. This cuts across several of the above topics. The entire domain seems to be uncharted as such and in its relationship to other aspects.

3. The intelligence production planned in response to the two requests mentioned above, is composed of four different projects. The documents being submitted herewith and entitled "Part I - Country by Country Studies" are concerned with two of the four projects -- one on physical accessibility (see Plan B, 1, c and Appendix VI) and one on psychological accessibility. The other two projects, not presented here, are to constitute Parts II and III. Projects one and two treated in Part I, assume that psychological warfare is to be understood in terms of propaganda, not in terms of total measures including military, political, economic, and other activities.

4. The bulk of the documents herewith are concerned with intelligence on psychological accessibility. The request covering the widest geographical area is for "psychological vulnerabilities"; the other one is for "psychological-warfare factors" or factors in psychological warfare (originally it was for "psychological factors" in psychological warfare). For intelligence production purposes these two are being fused into one project.

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5. AREA AND POPULATION: The "target population" with reference to which psychological-warfare factors are to be sought, includes enemies, satellites, neutrals, friends, etc. of a couple of score of countries according to certain priorities. It does not include the United States, its civilians and armed forces.

6. TIME AND CIRCUMSTANCE: Not the present situation under present circumstances. But the present, 1952, and 1956 - all as if (i) just prior to war, and (ii) during war.

7. WHAT THE PROJECT IS NOT in several respects:

i. It does not require a theoretical and scientific account of man's bio-psychological nature AS SUCH, but certain aspects of it do need to be taken into consideration in examining and estimating psychologically susceptible situations.

ii. It does not permit, from a time standpoint, a detailed investigation of the background culture AS SUCH, of the people of the countries concerned, but only an assembling of data on those aspects of that culture which need to be taken into consideration in an examination and estimate of psychologically susceptible situations.

iii. It does not, and in the nature of the case could not expect to, call for a full and detailed description of the social situation anticipated in those countries under the future situations posited in the requests, but it does need to estimate those aspects of the present and pertinent future social situation that need to be considered in an estimate of future, psychologically susceptible situations.

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iv. It does not and could hardly call for a very detailed estimate of the possible future war conditions, with the military, political, economic, and social measures which will have been taken, but only a general estimate of the relevant aspects of those conditions.

v. It is not asked to include an intelligence estimate of how present or probable future U.S. policies, propaganda tasks, and propaganda themes of the U. S. will be greeted and interpreted by different population groupings in the various countries, though some very broad outlines of those policies must be assumed by intelligence producers, along with relevant changes in them under the conditions laid down in the requests.

8. Within the above limitations, certain assumptions are made in the methodological framework presented. The following are among them:

a. Cultures, societies, and social systems characteristically provide channels for the expression of man's bio-psychological nature. This implies a certain amount of conventionalized resistance to attempts by insiders or outsiders to de-channelize it. However: (i) This pre-emption process is almost never entirely successful. There seem always to be "wandering eyes", looking for novelty. Moreover, channels run into each other: there are conflicts implicit in the culture, society, or social

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system, which arouse tension and become explicit, etc. (ii) In spite of channelization, furthermore, individuals get out from under the social controls at certain times or places, and become amenable to interesting or temporarily satisfying outside or different modes of behavior. (iii) Finally, "human nature" is such that clever devices of outsiders have been able to "subvert" some members of almost any society, either by themselves or with the aid of the preceding two sets of conditions.--- In i, ii, and iii, propaganda from the outside but retailed by insiders, has had success: where it has not found persons susceptible, it has made them susceptible - and can do so.

b. "Psychological susceptibility" is of course susceptibility of persons and groupings of persons. This means that the core of any existing (as versus potential) susceptibility situation consists of, or is built around, these two factors - groups or persons and some psychological state(s) or response(s) of theirs.

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INTELLIGENCE PRODUCTION PLAN
FOR SUPPORT OF
PSYCHOLOGICAL-WARFARE PLANNING

Part I - Country-by-country Studies

A. Discussion of the Problem

1. These studies are to be produced in response to broad requests for intelligence in support of psychological-warfare planning. In one case the requester describes his needs as "psychological-warfare factors", while in the other, they are described as "psychological vulnerabilities". In both cases, however, it is clear that the requesters desire an intelligence treatment, for selected countries, of elements which must be considered in long-term planning of psychological warfare.

2. Inasmuch as the requesters' needs are for planning, rather than for immediate conduct of operations, the elements to be considered in these studies are those of a relatively enduring, repetitive, or pronounced character. Moreover, since psychological-warfare planning must be able to focus on various combinations of the selected countries

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at different times, the studies must be couched in somewhat comparable terms. For this purpose there should be an agreed recognition of the basic elements or factors involved in psychological warfare, and of the various patterns in which these factors are psychologically effective.

3. A theoretical discussion of "psychological vulnerabilities", of basic factors, and of the nature of patterns, is given in Appendix I. Appendices II, III, and IV provide instances of three of the basic factors, as a guide to achieving comparability in the treatment of patterns. Appendix V presents, illustrates, and comments upon some specific patterns.

B. The Requirement

1. The country-by-country studies to be produced should be composed of three main parts:

- a. Introduction and Summary
- b. Analysis of Psychological-Susceptibility Patterns
- c. Identification of Physically Accessible Audiences, as Determined by Media of Communication.

2. The Introduction and Summary should contain a brief statement of (i) the country's culture, major groupings, "psychology", and

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states. Again, if the psychological responses have arisen from certain particular stimuli in the form of cultural products* and conditions, these also must be known in order to deal intelligently with the individual or group which is reacting; hence conditions and cultural products constitute still another psychological-warfare factor. Finally, if groupings or persons go so far in response to given stimuli as to perform overt acts or make statements, or if they are the object of others' overt behavior, that too must be known for psychological-warfare purposes; and such actions or verbalisms become a fourth factor.

As thus indicated, the four inter-related "psychological-warfare factors" which it is desirable to know for purposes of exploiting psychological susceptibilities, are these (each being symbolized by a letter):

*"Cultural products" range from ordinary roads, artificially deepened harbors, or fertilized lands, to Stalinist Marxism and Communist adaptations of folk songs. They may be defined roughly as products in part or whole of man's physical, mental, and/or "spiritual" effort, the substance, pattern, making or use of which can be passed on from one generation of mankind to the next. They include modifications of the earth and its components, domestication of plants and animals, objects made in part or in whole by man (from wooden clubs to codes of law), modes of using objects, generalized methods and techniques in art, technology, history, science, etc., social customs and procedures, and socially established patterns of ideas, feelings, and overt behavior.

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G - a grouping or person of the target population

C - conditions and/or cultural products

P - psychological determinants*

A - (overt behavior:) actions and/or words

(Very roughly speaking the theoretical assumptions back of these categories are (i) that (bio-) psychological determinants function both autonomously and as a result of interaction with the environment; (ii) that in part (bio-) psychological determinants develop into or lead to overt behavior; (iii) that overt behavior with mental and "spiritual" (psychological) guidance provides the human component in cultural products; (iv) that customary and less fixed behavior and the accumulation of cultural products provide the human aspects of conditions.)

*Thusfar the phrase "psychological aspects of a situation" has been used to indicate the content or meaning of the term "psychological factor". What is needed is a term which will be understood to include whatever psychological elements play a part along with groupings (or persons), overt behavior, cultural products, and conditions in determining specific situations which are susceptible to psychological warfare. The term now adopted for that purpose is psychological determinants. It may include anything and everything bio-psychological - sensations, appetites, feelings, emotions, sentiments, attitudes, interests, states such as frustration and confusion, etc., as well as awareness, consciousness, and specific ideation.

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These four factors should not be regarded as always occurring in the sequence or relationship indicated above. They are to be sought in any realistic combination of relationships required to present important situations exploitable by psychological warfare.

For purposes of illustration and guidance in their use, and for aid in attaining comparability in conceptualizing psychologically susceptible situations in terms of the four factors, Appendices II, III, and IV have been drawn up. Appendix II presents general categories of the major types of groupings to be found in almost any population. Appendix III lists "conditions and cultural products" (relevant for psychological susceptibility) which face populations in a typical country, especially in Soviet satellite nations and in areas which might be occupied by Soviet forces prior to or in the course of war. Appendix IV lists general types and varieties of psychological determinants functioning in concrete situations.

Patterns of Psychological-Warfare Factors

The particular relationships of the basic factors in any given susceptibility situation do not occur in haphazard order. On the contrary, they function more or less sequentially in accordance with certain unifying relationships of interdependence -- in short, they occur in chains. These concrete, discrete chains may be simple, as in the chain representing a national group traditionally feeling superior to a specific foreign group -- the

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symbolic formula for which would be $G-P-G'$.^{*} Or, the chain may be more elaborate, as in a case where the expropriation of their lands (G_s),^{**} arouses a group of landowners (G), to bitter anger (P), at the expropriators (G'), and as a consequence the landowners (G), become guerillas (A) — the two-fold formula for which would be $G_s-G-P-G'$ and $G-A$.

It might be thought that such concrete chains — like possible concrete plots for stories or dramas — are innumerable, and that, therefore, it is hopeless to try to super-impose types or patterns upon them in the interests of comparability and long-run planning. On careful examination, however, it will be found here — as in the case, indeed, of story and drama plots — that there are outstanding types of psychological susceptibilities, and, correspondingly, outstanding types of chains exploitable by psychological warfare. These types of chains are therefore called patterns.

Proposals for specific patterns are listed, illustrated, and discussed in Appendix V.

^{*}The accent is used on the second G to indicate a different group from the one indicated by the first G ; the accent is thus used with the other three factors also.

^{**}Small s is added to the G as a symbol for "stimulus", indicating that C serves as a stimulus to G , the group. It will be similarly used in all formulas for chains or patterns begun with a factor regarded as a stimulus to the factor following it.

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APPENDIX I

THEORETICAL CONSIDERATIONS

Factors in Psychological Warfare

"Psychological-warfare factors" may be defined as any factors (physical, psychological, social) which must be known for the planning or conduct of "psychological warfare".

Since "psychological vulnerability" implies vulnerability to psychological attack, and since the psychological operations directed toward potential allies are not attacks on them, the more inclusive terms accessibility and susceptibility will be used. Psychological susceptibility arises when the psychological aspects of a situation function in such a way or under such circumstances as to make an individual or group psychologically accessible to friendly or hostile "psychological warfare".

Any one or more psychological aspects of a situation may constitute the psychological factor in any given situation. This is illustrated in Appendix IV.

Psychological Accessibility a Product of a Setting

Psychological warfare must uncover, arouse, and develop psychological susceptibilities. Psychological susceptibilities are to be expected

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particularly where long-standing physical and social situations change or when individuals themselves move to new environments, and where or when, as a consequence, individuals' response systems are loosened or partially released from their channelizations. Since both change and movement occur in the widening experience of youth, it is peculiarly susceptible to psychological warfare, except as its widening interests are preempted by schemes of activity and control imposed by immediate social organizations or socio-political regimes.

No Generalized "Psychological Vulnerability"

Neither in youth nor in adults, however, can psychological warfare count on such a psychological state as generalized susceptibility. Even so-called curiosity, for instance, is not just general curiosity toward all situations, some of which are bound to be familiar, taken for granted, monotonous or tiresome. Susceptibility must therefore be sought in concrete or potential responses not already inflexibly and terminally channelized.

The Psychological Factor But One of Several Inter-Related Factors

The psychological aspects of a situation comprise only one factor in psychological warfare and must be studied in relation to other psychological-warfare factors. Groupings or persons constitute another psychological-warfare factor; for, obviously, psychological warfare must aim at people, not at supposedly disembodied psychological reactions or

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pertinent beliefs; (ii) the major social trends and relationships (to outside peoples) affecting the population's susceptibility to psychological warfare; and (iii) the chief susceptibility chains of the subject population and any super-imposed alien regime.

3. The Analysis of Psychological-Susceptibility Patterns should consist of an elaboration and comparison of the relatively enduring, repetitive, and pronounced patterns which would permit deliberate planning of types and content of psychological warfare. (A discussion of psychological-susceptibility patterns is given in Appendix V.)

4. The Identification of Physically Accessible Audiences should provide information concerning the size and character of audiences to be reached by psychological warfare, as determined by types and facilities for communication, and as affected by enemy physical capabilities for limiting and countering psychological-warfare measures. (A proposed outline for this part of the study is furnished in Appendix VI.)

5. The major portions of the studies described in paragraphs 2, 3, and 4 above, which treat of the existing situation in designated countries, will provide the bulk of intelligence required for psychological-warfare planning purposes with respect to those countries. However, the

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initiators of the requests for these studies desire that probable modifications of the existing situation be indicated, whenever possible, in the light of two assumptions and two time periods, as follows:

- a. That a situation just prior to war obtains (in 1952
(in 1956
- b. That war has commenced (in 1952
(in 1956

For this purpose, postulates as to circumstances prevailing prior to war and after the outbreak of war in 1952 and 1956 should be based on the best available intelligence estimates at the time these studies are made.

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APPENDIX II

FACTOR G

GROUPINGS OF THE TARGET POPULATION

Listed below is a set of distinct although overlapping categories of the population from the standpoint of general psychological warfare. It is a classification of permanent, temporary, and potential groupings of people. To make estimates about such groupings, it is necessary to know the culture and current behavior of the more permanent ones, and the structure (organization), functions, objectives, solidarity, and psychology (including esprit de corps, morale, self-evaluation, etc.) of the less permanent and temporary ones.

1. The population as a whole

- a. As human beings with universal human traits
- b. As a group oriented toward people of other countries

Note: Among countries where the population is state-conscious, this is the grouping constituting the political state; and among countries where the political state is composed of people conscious of a common national culture, it is the grouping constituting the nation state. Where these conditions do not exist, this grouping takes form as a conscious grouping chiefly if not only through feeling pitted against some outside people.

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2. "Racial", nationality, and language groupings, including ardently racist and nationalist ones.

3. Those politically conscious of (present or former) citizenship status and ready to make some effort to maintain their rights under that status.

4. Other large and more or less permanent groupings based on territory (provinces or communities), wealth or income level, occupation, religious affiliation, political activity, etc.

5. Temporary interest groupings (due to some special event such as a famine, change in tax laws, etc.)

6. Parallel, rival or competitive groups (e.g., one seeking subsidies, higher wages, etc., because the other has secured them.)

7. Smaller groupings and/or hierarchies based on leadership, position, status, etc., usually within larger groupings.

8. Combinations of the above groupings.

An elaboration of the concepts under the headings above is available in a separate statement.

For purposes of analysis, it is sometimes necessary to consider individual persons as leaders along with or apart from given groupings.

The above classification is calculated to assist in (i) identifying individual susceptible groupings, (ii) providing a framework for the

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susceptibility chains discovered, and (iii) furnishing a basis for the summary of data on the culture and groupings of each country needed for the Introduction and Summary indicated under paragraphs 1a and 2 of The Requirement.

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APPENDIX III

FACTOR C

CONDITIONS AND CULTURAL PRODUCTS

INTRODUCTION

a. Purpose and Approaches

The skeleton listing of conditions and cultural products in the Outline below is presented for whatever clues its items may give to situations susceptible to psychological warfare. Whatever specific use is made of such listings, direct and indirect approaches should be employed to discover (i) what conditions and cultural products are involved in psychologically susceptible situations, and (ii) in accordance with what chains and patterns they are so involved.

b. Direct Approach

The direct approach calls for spotting more or less intuitively, and following down, special sets of concrete conditions and cultural products which (from a broad and intimate knowledge of THE COUNTRY and from such skeleton listings as appear in the outline below) are felt to be related to present or potential psychological accessibility of different population groupings.

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c. Indirect Approaches*

Indirect approaches require the raising of various sets of questions to help define present or potential susceptibility-situations, and the identification of those situations by means of susceptibility-chains. Among such questions or tests are the following:

(1) First, to what extent do the conditions and cultural products in THE COUNTRY meet basic human needs for food, bodily comfort, and expressive activities, for familial and social relations, for protection and security? This is a broad pragmatic test which may be related specifically and concretely to quantity and quality of goods and services, to efficiency of technological

~~While~~ the importance of the considerations brought up in (i), (ii), (iii), and (iv) below, appears to call for special stress on the use of the indirect approach to ascertain the functioning of the conditions-and-cultural-products factor (being treated here), it is assumed that both direct and indirect approaches are important in the case of the other three factors as well as this one. On the direct approach to the other factors, no further comment should be necessary. On the indirect, these comments may suffice: Obviously, the list of groupings in Appendix II may be used as a guide in ferreting out kinds of groupings (and personages) which are or may be susceptible to psychological warfare. The outline of psychological determinants in Appendix IV may assist in making a more comprehensive search for kinds of

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equipment, to the full gamut of economic, political, social, and other organization, to legal preconditions of all sorts including personal and property rights, etc.; and it is a test which may be related to the implications of all these concrete features for over-all modes of living providing protection from physical danger, suffering, and privation, and for both general satisfactions and opportunities for self-expression in accordance with the historic culture of THE COUNTRY.—From the viewpoint of relationship to the psychological factor, this initial query is

(Footnote continued from page 2) psychological susceptibility to be found in target populations, particularly in those groupings. Although a list of relevant overt behavior (actions and statements) would seem to be unnecessary and therefore is not presented in a separate Appendix, it is obviously pertinent to ask what important, outstanding kinds of action and statement by subjects are results of their psychological susceptibility, and what kinds of action and statement by others are arousing or are capable of arousing susceptibility in subjects. (See, e.g., section 2 of Appendix V, where these points are special concerns.) Such suggestions are not elaborated further because this is a proposed production plan with a research framework, not a detailed manual of research.

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especially pertinent to wants and interests, illustrated in section 2 of Appendix IV, though it may also involve other psychological determinants.

(ii) A second question or test, overlapping that one to be sure, but independently important, is this: Do the existing or expected conditions (and cultural products) conform to the customs and proprieties, "the mores" and morals, and the (moral) ideals of the culture? This is in the realm of habit rationalized into propriety and compulsion, the realm of sanctions, of evaluation, and of idealistic "oughts". Violation of the "suitable" and the customary, of the mores and moral ideals - especially blatant violation by others - brings feelings of deficiency if not emotions of aversion and opposition -- which, of course, are essentially susceptible reactions. Conversely, support of the customary, the moral, and the idealistic, is calculated to arouse feelings of (potential) achievement and confidence, accompanied by appreciative sentiments and cooperative attitudes -- all of which are susceptibilities for certain psychological-warfare purposes. -- From the viewpoint of relationship to the psychological factor again, this second query raises immediately the question of relevant sentiments and attitudes, and emotions, illustrated in sections 1 and 3 of Appendix IV, though it may also raise questions as to other psychological determinants.

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(iii) Third, do conditions and cultural products which have reference to social organization, social positions, and social relations, support or detract from the individual or group ego? This is the sphere of social-psychological recognition and of status relationships. It has direct bearing on increasing, maintaining, or decreasing the degree of self-direction or "self-determination" accorded the individual or group. It lies at the core of ego inflation or deflation as a result of identifying oneself with another individual, a group, a "cause", objects, or an achievement. And obviously all of this involves questions of susceptible wants, interests, sentiments, attitudes, and emotions likely to be psychologically related to it.

The above three questions or tests, referring to the pragmatic, the custom-and-morals (or moral-and-ideal), and the status approaches are to be used, as indicated, to check and expand rather than to supplant the more direct, intuitive, concrete spotting of ways in which conditions and cultural products arouse psychological reactions of a susceptible kind. For instance, after outstanding economic conditions and cultural products are directly scanned for clues to their arousal of accessible psychological reactions, such economic conditions and cultural products may well be thought of successively and more or less systematically from the standpoint (i) of various pragmatic tests of performance, (ii) of

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their recent accord with or deviation from customary and moral practice (and, in the case of idealistic individuals or groups, ideals as to economic conditions), and (iii) of their effect upon status positions, status rights, and status relationships.

(iv) Cutting across all three points of view, furthermore, are the facts and the expectations as to the role of outsiders in producing or affecting conditions and cultural products. So far as that role results in aid or deprivation from a pragmatic viewpoint, so far as it supports or violates customs and ideals, and so far as it upholds or infringes upon rights of self-determination and gives or withholds recognition and esteem in accordance with the status hierarchy and ambitions for increased status, it obviously fits into those three viewpoints. Insofar, however, as the outsider or foreigner is himself the object of a "specifically associated", traditional, adverse attitude, or influences domestic conditions and cultural products in a manner that is very palpably to the advantage or disadvantage of the "native", and particularly if the outsider either definitely aids and supports or takes part in the deprivation, obstruction, and attack of indigenous groups or persons (whether in the economic, political, military, social, or other spheres) - to that extent the role of the outsider may be regarded as such a noteworthy center of considerations overlapping the preceding three approaches, that it warrants special attention as a source of psychological accessibility of the target population.

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THE OUTLINE

With these four approaches or sets of considerations in mind, therefore, as well as a direct, intuitive, analytical approach, the following listing of conditions and cultural products is given for illustrative purposes:

1. Aspects of the Domestic or Internal Situation*

a. Economic Conditions and Cultural Products - including special support of, legal restrictions on, or manipulations of, economic conditions or cultural products

(1) Specific, e.g.,

(a) Property and wealth, including land ownership and tenure

(b) Production, distribution or trade, finance: processes and factors

(c) Wage and price levels and profits, consumption, standard of living

(2) General; e.g., economic stability or instability

a-x. Associated attitudes and psychological states; e.g.,

*To each major aspect (e.g., to "Economic Conditions") is added one or more illustrations of attitudes, sentiments, or feelings which may be found specifically associated more or less stably with specific conditions or cultural products (see a-x, b-x, etc.). This may assist in relating specific "conditions and cultural products" presented in this Appendix to "specifically associated" sentiments or attitudes in section 1 of Appendix IV.

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(i) Relatively permanent employer-employee attitudes, and temporary psychological interactions.

(ii) Relatively permanent competitive and rival attitudes of groups within larger labor and employer groupings.

b. Political Conditions and Cultural Products

(1) Specific; e.g.,

(a) Government, including administrative, legislative, and judicial aspects

(b) Politics, its groupings, functioning, etc.

(c) In particular, especially, the individuals' and groups' political rights and obligations - including freedom from arbitrary arrest, right of habeas corpus, trial by jury, etc. or, on the other hand, arbitrary arrest and administrative disposition of cases.

(d) In particular, also, humane or cruel treatment of "offenders", and "liquidation" for traditionally select and legal or numerous minor and ideological offenses.

(e) Degree of corruption, graft, and waste in government.

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(2) General; e.g.,

(a) Political stability or instability

(b) Degree of democratic or authoritarian control of life; e.g., relative degree of political autonomy of government.

b-x. Associated attitudes and psychological states; e.g.,

(i) Attitudes re participation in government, favoring or disfavoring it, etc.

(ii) Attitudes of inter-group and intra-group rivalry and conflict; e.g., of the military vs the political, of intra-party cliques

c. Social Conditions and Cultural Products: social relations, group organization, social stratification and status, etc. - including special support of, legal restrictions on, or manipulation of, social conditions and actions.

(1) Specific; e.g.,

(a) Supporting or breaking down the relative autonomy and authority of groups - familial, social, economic, political, nationality

(b) Supporting or inverting the social hierarchy, e.g., with "proletariat" on top

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(c) Supporting or altering basic processes;
i.e., those of free speech, of assembly, of organization,
of decision by discussion and vote, etc.

(2) General; e.g.,

(a) The total structure of institutionalized and
other more permanent groups

(b) The organization of status and prestige in terms
of group and intra-group hierarchies

(c) Social situations of unrest, and development of
definite social movements and temporary interest groups

c-x. Associated attitudes and psychological states; e.g.,
democratic, class, or caste attitudes

d. Religious Conditions and Cultural Products — including
special support of, legal restrictions on, or manipulation of, religious
conditions and cultural products.

(1) Specific and general; e.g.,

(a) (Legal existence of) diverse churches,
denominations, sects, dissident factions, etc.

(b) Public religious worship and ceremonial; special
semi-private ceremonials at birth, marriage, death; "private"
religious services or performances and participation therein
of public religious functionaries, including confessional.

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(c) Other activities or conditions related to religious groupings or the hierarchy of functionaries, such as church property rights, social institutions (monasteries, charities, schools), publishing enterprises, missionary work, social clubs, etc.

(d) The hierarchical organization of control by religious bodies, including both lay officers and professional functionaries

(e) Extent of prerogatives over, or surveillance of, the life of individuals or non-ecclesiastical groups by the religious organizations or functionaries

d-x. Associated attitudes and psychological states; e.g.,

(i) Awe associated with religious objects, edifices, symbols, functionaries, etc.

(ii) Sense of value placed on freedom from secular dictation of various items under (1) above.

e. Recreational, Artistic (including literary), Scientific, Educational, and Other Conditions and Cultural Products -- including special support, legal restrictions, or manipulation.

(1) Specific and general; e.g.,

(a) Spheres of familial, school, and governmental control over childhood and youth

(b) Degree of autonomy in art, as versus dictation by any organizations or institutions

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(c) Degree of freedom in scientific research
(including hypothesizing) from educational, commercial,
and governmental dictation.

(d) Spheres of responsibility over different aspects
of formal education (e.g., determining curriculum, or
merely paying salaries) in different kinds of schools
(elementary, high, etc.) by different population groupings
or governmental units

e-x. Associated attitudes and psychological states; e.g.,

(i) Feeling and belief that young children should not
be set to spy on parents

(ii) Feeling and belief that scientific search for truth
is an inviolable right

2. Aspects of the Present Foreign and International Situations

(Note: It is assumed that at times there may be direct psychological reactions to (opinions about, reports or rumors on) such foreign and international conditions and cultural products as those indicated under "a" and "b" below and/or to the groupings held responsible for them. In addition and doubtless more frequently (especially in the case of "a") such cultural products and conditions as those falling under "a" and "b" will be reacted to insofar as they affect "Aspects of the Domestic or Internal Situation" (as in "1" above) and hence in present and potential modifications of those domestic

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conditions and cultural products. Each of the items under "a" and "b" below, is therefore to be considered, first, as it does or may directly arouse susceptible psychological states or responses, and second, as it modifies domestic conditions and cultural products in such a way that there may be a change in the extent and degree to which those conditions and products do or may in turn arouse such psychological states or reactions. (Such relevant changes may be estimated in part by asking with reference to them, the three questions posed in c-i, ii, and iii above in the Introduction to this Appendix.))

a. Pertinent Conditions and Cultural Products in Foreign Countries (which are calculated to arouse, when perceived and interpreted, reactions susceptible to exploitation by psychological warfare).

(1) Conditions and cultural products in foreign countries (e.g., in U. S. or other democratic countries, or in U.S.S.R. or her satellites) as compared directly or implicitly with those in THE COUNTRY - comparative value, etc.

(2) Conditions and cultural products in U. S. and U.S.S.R. in their bearing on the comparative strength of U.S. and U.S.S.R. in peace and war (with implications of this for THE COUNTRY)

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b. Assistance to, or Deprivation, Obstruction, or Attack of THE COUNTRY by Foreign Powers, especially U. S. and U.S.S.R., Whether by Overt or Covert Means. (See sub-section c (iv) in the Introduction of this Appendix.)

3. Present Expectations of Further Foreign or International Assistance or Deprivation, Obstruction, or Attack

(Note: It is assumed that at times there may be direct psychological reactions (i) to (beliefs, reports, or rumors of) such foreign and international conditions and cultural products as those indicated under a, b, c, d, and e below, and/or (ii) to the groupings or persons held responsible for them. Sometimes, however, the prospect of those conditions and cultural products will be reacted to insofar as it will be regarded as affecting "Aspects of the Domestic or Internal Situations", and hence as it may be regarded in part as accountable for modifications of those domestic conditions and cultural products. Each of the items under a, b, c, d, and e below will therefore be considered also as it individually affects expectations as to each of the major domestic conditions and cultural products.)

a. Presumed Broad Implications for THE COUNTRY of Other Countries' Foreign Policies and Objectives, Particularly Those of U.S. and U.S.S.R. (e.g., re independence or domination of other peoples).

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b. Expectations of, and Implications of, Deprivations or Aid, with Whatever Provisos May be Attached; e.g., (i) Military (ii) Economic, (iii) Other.

c. Expectations of Changes: (i) In the Cold War; (ii) Particularly in the Line-up of Political States vis-a-vis U.S. and U.S.S.R.; (iii) Particularly also in the International Economic Situation.

d. Supposed Implications for THE COUNTRY of Other Countries' Capabilities and Vulnerabilities from the Standpoint of Hot War, Particularly of those of U.S. and U.S.S.R.

e. Specific Expectations of Special Military and Other Support from the U.S. Side of the U.S.-U.S.S.R. Alignments, if THE COUNTRY Were Attacked Singly from the U.S.S.R Side.

In conclusion, the above listing of conditions and cultural products, domestic and foreign, including expectations of further changes in the latter, are calculated to assist in serving these ends: (i) identifying individual sets of conditions or cultural events (or conceptions of them) which arouse susceptibility to psychological warfare; (ii) supplementing the framework for susceptibility chains derived from the list of major groupings; (iii) furnishing a basis for the summary of data on the major social trends and relationships (to outside peoples) affecting the population's susceptibility to psychological warfare, needed for the Introduction and Summary of each COUNTRY study.

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APPENDIX IV

FACTOR P

PSYCHOLOGICAL DETERMINANTS

INTRODUCTION

a. Number and Kinds.

The psychological factor, like the grouping factor and the conditions-and-cultural-products factor, covers a number and variety of types, and of course innumerable existing and possible concrete phenomena. Their nature is suggested sufficiently perhaps, by the illustrative examples given under 1, 2, and 3 below.

b. Autonomy and Relationships with Non-Psychological Factors

Theoretically, certain of the psychological determinants comprising the psychological factor, may function autonomously, without immediate stimulus from the outside; and they may "select" environmental features to which, as "stimuli" therefore, the individual will give attention and respond. While mindful of this autonomous aspect of the psychological factor, two of its relationships with other factors in psychological warfare should be emphasized for preliminary perspective. (An even closer relationship will be discussed under "f" below.)

(i) The first is one of interaction with any other factor. In Appendix III, for instance, while discussing the conditions-and-cultural-products factor, it is implied or explicitly recognized

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that the meeting or denying of needs and wants, and the support or violation of customs and morals, are likely to act as (external) stimuli to arouse various psychological responses; also, that the individual and group egos are sensitive to (external) attention, approval, commendation, and their opposites. In Appendix V, furthermore, a number of illustrations are given of interaction between the psychological factor and the grouping and overt-behavior factors.

(ii) The second relationship is one of simultaneous or parallel functioning. This occurs during overt behavior. At that time some feeling, awareness, and/or other psychological accompaniment is almost sure to be present. For purposes of simplification, however, that particular psychological accompaniment may not always be indicated in the chain or pattern being investigated or being employed in psychological warfare -- unless it is quite important.

c. Ideational Aspect of the Psychological Factor

The psychological determinants include, among other things, both elements of awareness or consciousness, on the one hand, and, on the other hand, such elements as developed sentiments and attitudes, wants and interests, and more spontaneous emotions and states.

(1) The former, the ideational elements, are likely to be present in some degree as parts of, or attachments to, the latter.

As a consequence the non-ideational parts or aspects of psychological

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reactions are likely to be, first, interpreted by one's awareness of them and one's ideas about them, and then actually modified and even considerably determined by such awareness and ideas. If, in this regard, the awareness and ideational elements and their consequences are significant, they should be noted; and if the psychological factor is really multiple in the sense that it contains both ideational and non-ideational aspects, it should be definitely conceived of as such and may well be so symbolized. (See Appendix V, section 3, "Notes on Section 3", ii, for comment on the multiple factor.)

(ii) Even when certain ideational elements are present along with and adhering to non-ideational ones, those particular ideational elements may not be the ones which are crucial from the standpoint of creating or maintaining psychologically susceptible reactions to potentially powerful psychological warfare. Specifically, in some cases a subject may have no acute awareness of certain especially relevant behavior-of-others (enemies or friends), conditions, or cultural products, when, as a matter of fact, if it had such awareness it would be aroused to important responses; again, the grouping may have no acute awareness that certain domestic behavior, products, or conditions which they admittedly like or dislike, are due to those friends or enemies. In some of these cases the facts

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of which the grouping (or person) is scarcely, if at all, aware, very obviously do constitute crucial aspects of the situation. Such cases are therefore emphasized as the chief basis for introducing the second main variety of psychological-susceptibility patterns in Appendix V, entitled "Indirect-Susceptibility or Overt-Behavior Patterns" and the fifth variety entitled "Comparative Conditions Patterns". Similarly, the importance of group (and individual) awareness of relevant conditions and products which are unequivocally foreign, and of relevant overt behavior by foreigners (enemies or friends), and indeed also of definite expectations as to such behavior, products, and conditions, are made the basis of the discussion in Appendix III, section 2 and 3.

d. Ideas in Two Other Factors

Parenthetically it should be made clear that the ideational element is not confined to the unexpressed form it takes in the psychological factor. Ideas are of course given overt form also; they then fall under "verbalisms", which are here put under the general category and factor of overt behavior. A case in point is propaganda. So far as ideas are not merely expressed, moreover, but take on a traditional form, as in characteristic language or dialect, idiom, belief, ideology, legal codes, literature, etc.

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they fall under cultural products. Obviously, also the first form (purely psychological) may overlap the second and third forms (overt behavior and cultural products); and the second may overlap the third.

e. USSR and US-Allied Propaganda Influencing the Ideational Element in Three Factors.

It is perhaps best at this point to interject comments on the relation of the ideational elements to enemy and US-allied propaganda, and on the treatment of the latter in such studies as the present ones.

(i) The ideational element may figure prominently in propaganda by an outsider, classifiable under the verbalism aspect of overt behavior, as in patterns (6), (7), (8), and (9) in Appendix V.

(ii) In some of those same patterns the ideational element may be operating on the psychological level in the subject, who is responding to the propaganda with awareness and thought; e.g., in (8) the outsider's action or propaganda may arouse it; in (9) the outsider's action or propaganda may exploit it.

(iii) Since the initial part of the study on each country is to present its pertinent beliefs as well as culture, groupings, and "psychology", both the USSR brands of Communist ideology and the modifications of other countries' ideologies under the influence of USSR and US-allied propaganda should be included. This is obviously on the cultural-products level.

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f. Notes on the Outline of Psychological Determinants Below

There would seem to be no reason to illustrate further the elements of awareness, consciousness, and concrete thought and imagination. The listings below are accordingly devoted to sentiments, attitudes, wants, interests, emotions, and psychological states, as some of the other outstanding types of psychological determinants which may be found at the core of susceptibility chains. The four broad classifications under which these psychological determinants are illustrated may be viewed from two main viewpoints: that of specific attachment to specific things (cultural products, conditions, behavior, persons, groups, etc.), and that of dynamics. From the viewpoint of attachment or intimate linkage, the first classification may give very specific, close, and at times habitual if not customary linkages as well as general ones; the second and third may give partly specific and partly diffuse or general bonds; and the fourth presents "psychological states" which are temporarily open, undirected, or unattached. (It is assumed that the linkage may be due to long association or conditioning, to the intensity or emotional nature of the attachment, to the (bio-psychologically) satisfying or enhancing effects of the particular relationship, or to the mobilization of specific objectives and "will" or "purpose".) From the viewpoint of dynamic aspects, the first and second

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classifications give consideration to "associations" with various degrees of drive in them (sometimes one association reinforcing another); the third classification, "general emotions", is par excellence one of dynamic reactions or states; while the fourth is one in which dynamic elements may conflict with and neutralize one another, or in which their dynamic aspect may function variously.

g. Intensity and Stability of Psychological Elements

For comparative purposes it is important to indicate both the degree of intensity and the relative permanence or transitoriness (including "disequilibrium", tension, etc.) of the psychological reaction, state, or relation. This can be done conveniently with some such sets of categories as weak, neutral, intense, and fleeting; temporary, permanent.

h. "Multiple" Manifestations of the Psychological Factor

As indicated in the discussion above, in any real situation, it is assumed that identifiable psychological elements seldom occur singly. Rather do several occur more or less simultaneously, coalescing or competing for dominance. Frequently, for instance, the evoking of a "specifically associated" reaction may be accompanied by one or more "general emotions" and some degree of awareness and ideation. (In Appendix V, at end of Section 3, see "Notes on Section 3", 11, dealing with "multiple" factors.)

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OUTLINE

The outline below is meant to be suggestive, rather than exhaustive.

1. Sentiments and attitudes - with emphasis on specifically associated ones: -

(These complexes are composed of various elements which may include feelings, appraisal (registering quality, use, value, preference, etc.), other opinion or belief, readiness-to-act, etc.)

a. Sentiments and attitudes specifically associated with conditions, events, objects, behavior, such as:

- (1) Abhorrence of or revulsion against cruel or bloody acts; same toward violation of "sacred" persons, objects, immunities, privileges, etc.
- (2) Terror of physical calamity (being bombed)
- (3) Fear of different degrees of economic insecurity
- (4) Identity with, attachment to, and desire for ancestral land, home, etc.
- (5) Awe or reverence toward certain religious objects, ceremonies, personages
- (6) Sense of injustice at deprivation of certain customary or legal privileges and standards; same toward certain political privileges and standards; same toward certain economic ones; etc.

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(7) Sense of rightness of certain customary or legal privileges and standards; same of certain political ones; same of certain economic ones; etc.

b. Sentiments and attitudes specifically associated with persons, groups, institutions, etc.; such as:

(1) Ethnocentrism toward aliens; specific ethnocentric attitudes or sentiments toward individual foreign nationalities, etc.

(2) Identity with, attachment to, and desire for, family and friends.

(3) Devotion to certain particular persons, groups, "causes" (to be designated in each case).

(4) Rivalry or competition with certain persons, groups, classes (to be designated)

(5) Opposition or antagonism toward certain persons, groups, classes (to be designated)

2. Wants and Interests - a very broad category including effective, ideational, and other elements, and covering specific and general, unavoidable and optional, individual and group or cultural, interests:-

Examples:

a. Interest in news, stories, scandal (especially about one's own officers or men or friends), etc.

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- b. Interest in instances of one's own culture's kind of humor
 - c. Wants and other interests in matters touching one's security, welfare, prospects (these are likely to overlap "1. Sentiments and attitudes - with emphasis on specifically associated ones":-
 - d. Wants and interests in any particular overt behavior, cultural products, or conditions.
3. General emotions; e.g., aversion and disgust, fear, anger and hatred, grief and joy, approbation, love, awe, etc.:-

Examples:

- a. Anger at violation of mores, at deprivation of living standard, at deprivation or violation of customary economic, political, religious, and social rights.
 - b. Resentment at prejudices against one's race, nationality, customs and beliefs, etc.
4. Special psychological states; e.g., restiveness, confusion, frustration:-

Examples:

- a. Confusion due to conflicts between one's own fear, anger, revulsion, etc., and one's hope, desire, etc. (especially as built up by enemy promises)
- b. Restiveness and unsatisfied desires due to fundamental social change, with temporary failure of new positive controls

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to cover areas of disorganization of old traditional controls;
e.g., in spheres of youth vs. older generations, women vs.
men, etc.

e.g., in spheres of economic or political change

In conclusion, the above classification of psychological determinants is calculated to assist in (i) identifying individual psychological determinants functioning in chains susceptible to psychological warfare in THE COUNTRY; (ii) supplementing the framework for susceptibility chains supplied by the groupings in Appendix II; (iii) furnishing a basis for the summary of data on the "psychology" and beliefs of THE COUNTRY needed for the Introduction and Summary indicated under paragraph 1a and 2 of The Requirement.

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APPENDIX V

PSYCHOLOGICAL-SUSCEPTIBILITY PATTERNS

INTRODUCTION

Listed in the Outline below are types and samples of patterns as anticipated and explained in Appendix I.* Five varieties of patterns are suggested, elaborated into sub-types, a number of which are illustrated by specific susceptibility chains. As a matter of fact, however, the five are reducible to three -- a direct-susceptibility

*As stated in Appendix I, the patterns and the concrete instances of them (chains), are constructed from four factors, which, with their letter symbols, are these:--

G - grouping(s) or person(s) - also, a leader apart from his group is GL

P - psychological determinants

A - (overt behavior:) action(s) or verbalism(s)

C - condition(s) or cultural product(s)

Several subsidiary symbols are employed:-- (i) Mathematical parentheses are occasionally used, indicating, as in mathematics, that everything within the parentheses is considered together as a unit or sub-pattern of items; thus,

(Footnote continued)

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pattern, an indirect-susceptibility pattern, and a third combining these two. The first and fourth varieties listed below are the direct-susceptibility ones. They have a very simple core, symbolized by G-P, indicating a group in some psychological state (which is calculated to be directly susceptible to "psychological warfare"). Most elaborations of it consist in (i) showing groups or conditions toward which psychological responses are directed (symbolized by suffixing the symbols for those groups or conditions; e.g., as in G-P-G' or G-P-C); (ii) showing conditions which act as a stimulus to arouse the group (or its leader) to such psychological states or responses (symbolized by prefixing the symbols for those stimuli;

(Footnote continued from page 1)

the pattern (G'-A'-G)s - G - P has G - P as its core, but the psychological response P is due to the fact that the group G has been aroused by the stimulus of another-group's-action-toward-it (G'-A'-G). (ii) The accent upon any factor (thus, G') was introduced earlier to indicate that it is another instance of that factor in the chain or pattern. It is used just above, specifically, where, from the point of view of the core of the pattern G - P, another instance is given of that factor, here G', and/or its response or overt behavior, here A', -- thus giving G'-A'-G as above. The accent will also be used where the other is an absent one (thus C' by itself would probably indicate absent conditions). (iii) The small s was used earlier attached to a single factor, thus Cs; it is now used attached to parentheses, as to the parenthesis in (i) above to indicate that (G'-A'-G) served as a stimulus to G.

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e.g., Cs-G-P); (iii) showing both (symbolized therefore by Cs-G-P-G', Cs-G-P-C, etc.).

The indirect-susceptibility patterns are those listed below as varieties 2 and 5. Their core may be either overt behavior, or certain conditions or cultural products. The former, symbolized by G-A, indicates that some group or some person is doing or stating something (e.g., the Soviet is shipping needed grain out of THE COUNTRY); and the assumption on which that group or individual action is regarded and is here suggested as an indirect-susceptibility pattern, is that it contains important potentiality for latent direct-susceptibility. Specifically, it is assumed that, by and after being elaborated, pointed up, interpreted, etc. in "psychological warfare", it will result in arousing latent responses of a direct-susceptibility nature on the part of some other group (e.g., a grouping of THE COUNTRY). When, on the other hand, the core of the pattern represents certain conditions or cultural products, instead of overt behavior (e.g., previous economic or social conditions now altered by a Communist regime), the same basic assumption is made that verbal elaboration of those conditions, etc., verbal pointing up of them in psychological warfare, will produce psychological reactions directly susceptible of further "exploitation".

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The combination patterns made up of direct-susceptibility and indirect-susceptibility sub-patterns comprise the third variety listed below.

OUTLINE

1. DIRECT-SUSCEPTIBILITY OR PSYCHOLOGICAL-RESPONSE PATTERNS

All contain G-P as a core; and most are built on a stimulus-response conception even though the stimulus may not be in evidence. The emphasis is on the immediate susceptibility to psychological warfare (particularly by or from the US-allies) of groupings or leaders -- more frequently, the susceptibility of subject groupings as versus conquering, occupying enemies.

(1) Reactions of Support of or Opposition to Others: G-P-G' --

Variations: G-P-GL; G-P-G'L

This pattern and its variations include reactions directed toward groups or leaders whether present or absent. G-P-GL may represent either a subject group or a superimposed enemy group, reacting to its own leader; but where the accent is used with the second group, the first group is of course the subject one. (Where the response is to known stimulus "conditions or cultural products", pattern (2) -- Cs-G-P-G' -- should be used, not this one.)

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Example of G-P-G' (i.e., a specific chain illustrating pattern G-P-G')

G - A culture or nationality grouping has

P - an ethnocentric sense of superiority toward and/or antagonism (probably absorbed by children from parents) to

G' - aliens in general, especially . . . (e.g., Germans, or Slavs, or . . .).

Note: It is imperative to identify the distinct attitudes of appreciation or depreciation of every nationality-group toward each of its neighbors and major (potential) enemies and allies. Name-calling details are valuable. Among other things this involves the important attitudes to USSR, to US, and to other peoples whom the United States could use as channels of propaganda more effective than its own nationals.

Example of G-P-GL:

G - A specific temporary or permanent grouping

P - feels strongly opposed (or is devoted to)

GL - its own leader.

Note: Such chains may develop as a result of prior psychological-warfare work on some leader-culpability or -creditability chains, such as those under pattern (6) below.

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(2) Subject's General-Susceptibility or Stimulus-Response

Pattern: CS-G-P-G' — Variations: substitute G'L or GL for G', also indeed G's for Cs.

Wherever under the preceding pattern, G-P-G', the present or absent stimulating conditions or cultural products become known, they should be represented by prefixing Cs as in this pattern.

Example of CS-G-P-G':

Cs - The liquidation of persons' relatives and friends by a national Communist-dominated regime for reasons traditionally unjustifiable, has brought into existence

G - a temporary interest grouping of such persons,

P - arousing their (i) attachment to the victims, (ii) sense of justice of the victims' causes, and (iii) revulsion against the taking of their lives for such reasons, to the point where they are (iv) vehemently resentful

G' - at the national Communist party.

Note: This pattern and its variations constitute one of the most important and obvious varieties in satellite and occupied countries and in parts of the Soviet Union. It applies

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to multitudinous situations. -- On the multiple nature of factor P, see comment on multiple factors at end of third variety of patterns, after pattern (10).

(3) Subject's Wishing-for or Objecting-to Conditions: G-P-C' or Cs-G-P-C' -- Variations: substitute C for C'

These patterns cover, among other things, favorable reactions toward past native, present foreign, or imagined conditions, on the one hand, and unfavorable reactions toward present conditions on the other hand. They resemble the two preceding patterns, G-P-C' and Cs-G-P-C', except that here the reactions are directed toward conditions rather than groups or persons. However, to the extent that people attribute conditions and cultural products (especially present objectionable ones) to persons and groups rather than to impersonal environmental forces (that is, to other conditions and cultural products), the previous patterns, G-P-C' and Cs-G-P-C', are more appropriate. Either the present or the preceding patterns might emerge in consequence of psychological warfare based on "Comparative Conditions Patterns", C' or C vs C', discussed below as the fifth variety of patterns.

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Example of (Cs-)G-P-C':

(Cs - Faced by new and undesirable conditions and cultural products)

G - A special grouping (temporary or historic, and economic, political, religious, or other)

P - very definitely and intensely wish for

C' - return to certain previous conditions.

Note: This is useable for numerous situations in most countries.

(4) Enemy Apprehensiveness Pattern: G'-P'-C' or Cs-G'-F'-C' --

Variations: conceivably, C might replace C'

Identical in formula with pattern (3), this is given a separate number merely because of its possible prominence in a program of psychological warfare.

Example of G'-P'-C':

G' - An enemy (USSR and/or dominant Communist party)

P' - is afraid, and does not dare to permit

C' - certain other conditions; e.g., free-contact-of-its-people-with-foreigners-and-foreign-democratic-countries, freedom-of-information-on-foreign-peoples-and-countries, etc.

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Note: When played upon with psychological warfare among subjects, this susceptibility of the enemy is calculated to arouse (i) a further susceptibility reaction in the subject as well as (ii) some overt behavior in the enemy grouping here considered. Such psychological warfare may be insiduously powerful if reiterated on a long-run basis. See "5, Comparative Conditions Patterns", on the one hand, and pattern (10), "Psychological Reactions Develop into Overt Behavior", on the other hand.

(5) Subject's Psychological-State Pattern: G-P or Cs-G-P

The reactions may be positive, or, as in the example below, negative.

Example of Cs-G-P:

- Cs -- Certainty of being over-run by the Soviet army (prior to or during war) and uncertainty as to how aid from the US-allied forces can enable them to survive if they oppose the USSR,
- G -- felt by a territorial grouping representing the rank and file population of a given area bordering the USSR,
- P -- make them confused, undecided.

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Note: (i) Such groupings remain psychologically accessible if they do not become resigned and fatalistic, and can be linked into positive tactical measures to provide survival for them. Hence psychological warfare directed toward them may involve US national or military policy and programs, and then also may call for additional intelligence on the grouping's readiness to cooperate in such measures. (ii) Other psychological states not yet channelized, such as desire-for-novelty or -excitement, may be more positively susceptible, of course. (iii) Both the positive and the negative chains appear to be widespread.

2. INDIRECT-SUSCEPTIBILITY OR OVERT-BEHAVIOR PATTERNS

This second variety of patterns contain G-A as a core, and are thus built on an action or verbalism basis in contrast to the psychological state or stimulus-response basis of the first variety of patterns above. On the whole, moreover, the emphasis here is on the behavior of persons or groups other than subjects immediately responding in a susceptible manner; yet it is essential to remember that that behavior, when brought to the attention of subject groupings and elaborated, characterized, and otherwise tentatively exploited in psychological warfare by the US or allies, is calculated to become a stimulus to those subjects. (At such time, the "others' behavior"

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will be treated as a stimulating condition in a fresh "Direct-Susceptibility" chain; i.e., (G'-A')s-G-P or, shortened and substituting Cs for (G'-A')s, the pattern is Cs-G-P).

(6) Culpability or Creditability Patterns: G-A, G-A-G' or G-A-C, Cs-G-A-G' or Cs-G-A-C -- Variations: add L to either G or G'; use G' for G and use C' for C where appropriate.

Examples in brief:

- (i) G-A
 - Domestic friendly group did (or said) certain praiseworthy things
 - Domestic Communist group did (or said) certain blameworthy things
- G'-A'
 - Foreign friendly group did (or said) certain praiseworthy things
 - Foreign hostile group did (or said) certain blameworthy things
- (ii) G-A-G'
 - Domestic group did (or said) certain things against an outside group
 - Domestic group did (or said) certain things for an outside group
- G'-A'-G
 - Outside group did (or said) certain things against a domestic group
 - Outside group did (or said) certain things for a domestic group

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- (iii) G-A-C - Domestic group acted (or spread propaganda) in such a way as to produce harmful conditions
- Domestic group acted (or propagandized) in such a way as to produce helpful conditions
- G'-A'-C - Foreign group acted (or propagandized) in such a way as to produce harmful conditions
- Foreign group acted (or propagandized) in such a way as to produce helpful conditions

(i) to (iii): GL and G'L may be substituted for G and G'; Cs for C's may be prefixed to any of the formulas to indicate that domestic or foreign conditions were the stimuli to the said actions.

Note: The above core pattern and the variations of it offer endless opportunities to build up and tear down native and foreign groups and leaders by crediting or charging them with various acts and statements now and formerly, as per the record. Such psychological warfare would obviously prepare the ground to variations of the direct-susceptibility pattern (1), G-P-G', etc.

(7) Enemy-Inconsistency Pattern: G-A versus G-A' --

Variation: use GL for G

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This is patently useful in outstanding instances where, to point out in psychological warfare that at one time the enemy does or says one set of things utterly contrary to and inconsistent with his acts, words, or promises, at another time, would arouse psychological susceptibility in a subject grouping or leader. As in the case of the preceding pattern, the use of such psychological warfare would lay the groundwork for direct-susceptibility pattern (1), "Reactions in Support of or Opposition to Others".

3. PATTERNS COMBINING PSYCHOLOGICAL REACTIONS WITH OVERT BEHAVIOR

In the following three patterns - (8), (9), and (10) -- the G-P core featured in the first variety of patterns ("Direct-Susceptibility or Psychological-Response Patterns", including types (1) to (5)) is associated in different ways with the G-A core featured in the second variety ("Indirect-Susceptibility or Overt-Behavior Patterns", including types (6) and (7)). Pattern (8) shows a second party's behavior arousing susceptible reactions in a subject; pattern (9) shows a subject's prior susceptible reactions being exploited by actions or verbalisms of a second party; and pattern (10) shows any grouping's psychological reactions expanding or in part evolving into overt behavior.

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(6) Others' "Overt Behavior" Arouses a Subject's "Direct Susceptibility": (G'-A')s-G-P -- Variations: add -G within the parenthesis, thus (G'-A'-G)s; and/or add -G' after P, thus (G'-A')s-G-P-G'.

This is the pattern suggested and symbolized in the introductory note on the second variety of patterns, "Indirect-Susceptibility or Overt-Behavior Patterns", above. It is widely applicable.

Example of (G'-A'-G)s-G-P

(G'-A'-G)s -- Every covert propaganda (or action)
directed against a given group arouses
G -- in that group
P -- a reaction of confusion and uncertainty.

(7) A Subject's Direct Susceptibility is Exploited by a Second Party: G-P and G'-A'-G -- Variation: prefix Cs to the first G, thus, Cs-G-P

When G-P and G'-A'-G are thus linked coordinately, it is assumed that the second party's action or verbalism is exploiting the first party's susceptibility reaction. This double pattern permits coverage of a wide range of phenomena in which, for example, the USSR and domestic Communist parties

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might employ threats, flattery, temporary remuneration, etc. to seize upon any temporary psychological opening in the subject's armor. It is obviously of interest for direct as well as counter psychological warfare.

Example of Cs-G-P and G'-A'-G:

Cs - Drastic personal economic need, and the break-up of the old basis of income, security, and position, have aroused in some

G - German and East European scientists

P - corresponding desires for subsistence, security, opportunity-to-study, prestige, etc.

and

G' - Soviet-Communist authorities as such and through "tools",

A'-G -- have been definitely bidding for them to throw in their lot with the Soviet communists, employing wining and dining, free trips to East Germany, offers of big salaries, position, and prestige, broad claims of ultimate Soviet-Communist victory over "Western imperialism", etc.

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(10) Psychological Reactions Develop into Overt Behavior:

G-P and G-A as the core -- Variations:* G-P obviously may be given a prefix (as in Cs-G-P, or even (G'-A')s-G-P), a suffix (as in G-P-G'), or both a prefix and a suffix (as in Cs-G-P-G', or even (G'-A')s-G-P-G'); and G-A may be given a suffix, as in G-A-G'.

*To avoid misinterpretation of the symbolism here used, certain previous directions should be reviewed and supplemented: (i) As usual, the core of the pattern (here, a double core) may refer, as far as any given COUNTRY is concerned, to either internal or external instances of the factors used, if no second instance of any factor is represented in the pattern; e.g., the above G-P and G-A may refer either to an inside subject-grouping's psychological and overt behavior, or to that of an outside friend or enemy, just so both an insider and an outsider are not involved. (ii) As usual, moreover, if, as a result of prefixing stimuli or suffixing objects of behavior, any second instance of any factor is brought in, then it must be clearly indicated by accents, whether the core position is occupied by an insider or an outsider; e.g., whether there is a G-P-G' (insider reacting toward outsider) or a G'-P'-G (outsider reacting toward insider). (iii) Since, according to the terms of this particular double pattern, the response and the action in both parts of the double core are that of the same grouping (or person), it follows that the use of the accent in one part of the core must be accompanied by a similar use of it in the other part; e.g., if G'-P'-G is used in the first part to indicate an outsider's reaction toward an insider, the second part must be G'-A'.

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Here either a first (subject) or second (other) group or person adds to its supposedly sheer psychological reaction, some overt behavior. A frequent type of relevant double chain was given near the end of Appendix I, where deprivation arousing a subject group to anger (against the other or depriving group) and action, were symbolized as Cs-G-P-G' and G-A.

Another instance would result if, under pattern (4), "Enemy Apprehensiveness Pattern", the enemy takes measures (as he has in Soviet and Satellite territories) to keep out the foreigner, restrict contacts of his own nationals abroad, prevent free speech and press, etc. - the enemy now being merely G (not G') and the double chain reading G-P-C' and G-A.

Another instance would arise when the foreign psychological warfare playing up foreign conditions (see "5, Comparative Conditions Patterns", below) or certain themes, would compel the USSR to take cognizance of such foreign psychological warfare emphases and, in replying to them, inject them into its own channels of communication - one way of penetrating the iron curtain. Symbolized: if US-allied psychological warfare is (G-A)s, then G'-P' represents the enemy's psychological reaction, and an additional G'-A' represents the enemy's propagandic counter measures; thus, (G-A)s-G'-P' and G'-A'.

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Note on "and G-A": There are alternative ways of symbolizing "and G-A". The overt behavior, A, could be inserted with the psychological reaction, P, in the previous G-P pattern, preferably in a mathematical parenthesis, thus simply G-(P&A); or, with -G' or -C or -Q' the formula would be G-(P&A)-G', or G-(P&A)-C, or G-(P&A)-C'. More questionably because more liable to misunderstanding, the formula could be G-P-A-G' or G-P-A-C, etc.; but this should be used only if it is made sure the reader will not interpret the group's reaction as toward its own action! Clarity is primary.

Notes on Section 3: The above double or compound patterns, (8), (9), and (10), contrast with the comparatively simple illustrative chains of the preceding patterns in section 1 and 2, and raise two further questions on symbolization. (i) The mathematical parenthesis might be used more frequently to represent the elements in the initial Cs factor. Its use was withheld prior to section 2, chiefly to emphasize its peculiar advantage in explaining the third variety of patterns. (ii) The P factor in many of the preceding chains has been multiple, not single. That could have been represented by PP, PPP, PPPP, etc. obviously, instead of just P. We have withheld use of such multiple factor symbols merely to prevent further appearance of complication before acquaintance with the use of the basic sets of factor symbols. Where it facilitates reference to

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specific contents of a chain, such multiple symbolization is, of course, logical. HOWEVER, SUCH USE SHOULD NOT BE CONFUSED WITH THE SYMBOLIZATION OF MULTIPLE DIVERGENT FACTORS in patterns (11) and (12) in section 4 just below.

4. SOLIDARITY AND DIVISIVENESS PATTERNS

The basis for the first two of the following patterns, (11) and (12), and for the first part of the third pattern, (13), is the stimulus-response conception employed in the initial collection of "Direct-Susceptibility or Psychological-Response Patterns". In pattern (11) this stimulus-response concept is applied to the subject population groupings and leaders; and in pattern (12), to the second, superimposed, or foreign groupings or leaders. The third pattern, (13), is different from the first and second in that it employs the G-A or action basis as well as the G-P or stimulus-response basis.

(11) Subject's Multiple-Group Solidarity Pattern: $\begin{matrix} G \\ G-P \text{ as core} \\ G \end{matrix}$ —

Variations: may be prefixed by Cs-, thus, Cs-G-P
 $\begin{matrix} G \\ G \end{matrix}$

: may be completed by -GL, -G', or -C, thus, Cs-G-GL, etc.
 $\begin{matrix} G \\ G \end{matrix}$

This possibility occurs when several separate groups have a relatively identical psychological reaction toward a certain potential group leader, another group, or given basic conditions. If group unity is desired by the psychological warfare originator, influence may be exerted obviously to assist welding them by

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psychological warfare. In some cases, the opposite (dissipating the similar response) may be desired and attempted. — In exceptional cases this pattern may be applicable to the enemy also, not merely to friendly subjects.

(12) Enemy Single-Group Divisive Pattern: $\begin{matrix} P \\ G-P \\ P \end{matrix}$ as core —

Variations: may be prefixed by Cs, thus, $\begin{matrix} P \\ Cs-G-P \\ P \end{matrix}$

: may be completed by -GL, -G', or -C, thus, $\begin{matrix} P \\ Cs-G-P-GL \\ P \end{matrix}$, etc.

This occurs when a group has within it such divergent or conflicting psychological reactions that, on the basis of these, it might be divided and split up. — In exceptional cases, this pattern may be applicable to friendly subject populations also, not merely to the enemy.

(13) Rival Leaders (or Groups) Pattern: GL-P-G'L as core —

Variations: may be prefixed by (G'L-A)s or (G'L-A-C)s, thus, (G'L-A)s-GL-P-G'L, etc.; may be completed by adding "and GL-A-G'L" or by changing P to "(P&A)", thus, GL-(P&A)-G'L, etc.

Example: (G'L-A'-C')s-GL-P-G'L and GL-A-G'L; or (G'L-A'-C')s-GL-(P&A)-G'L

(G'L-A'-C')s - Faced by certain actions of a rival (therefore, other) leader, and certain conditions due to those actions

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GL - a given enemy leader
P - reacts psychologically (for or) against
G'L - his rival
and - and
GL - he (that given enemy leader)
A - takes definite measures against
G'L - that rival

(or the preceding P could be expanded into (P&A) and
all of the formula after the second G'L eliminated)

Notes: (i) Giving the initial impression of complication,
this pattern becomes simpler when built about its core. (ii) Its
use contains possibilities of lessening or aggravating rivalry,
suspicion, etc. with possible crucial results.

5. COMPARATIVE-CONDITIONS PATTERNS

These patterns call for delineation and elaboration of absent
conditions or cultural products — previous ones, foreign ones, or
imagined ones — to serve as a contrast with present conditions or
cultural products. The contrast is calculated to arouse susceptible
psychological reactions of various sorts. If and when that occurs, of
course, G-P patterns emerge.

(14) Comparison with Desired Peace-Time Conditions - G' or G' vs C
Economic, political, social, and other conditions which
subject populations admire or desire, are set forth with the

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implication that they would be obtainable under circumstances which could develop by cooperation with the propagandist. The aim here is to arouse psychologically susceptible responses as under pattern (3), "Subjects Wishing for Conditions".

The inclusion of cultural products as part of or along with "conditions" in this pattern (as indicated by the symbol C) opens up the whole subject of rehearsing forbidden national literature, playing (over the radio) forbidden militant nationalistic music, etc. in order to arouse nostalgic desires.

The use of this pattern as a precursor to the use of pattern (3), "Subjects Wishing For Conditions", is the counterpart of the use of (6), "Culpability or Creditability Patterns", as a precursor to using (1), "Reactions of Support of or Opposition to Others". The one dwells on conditions and cultural products; the other, on groups and persons.

(15) Comparison of Hostile and US-Allied Economic and Military

Power: C' or C' vs C

In factorial elements, this pattern is obviously identical with the preceding one. The importance of the topic warrants duplication. Economic and military power of the United States and allies is delineated with implicit or explicit contrasts with hostile economic and military power. Aim is to arouse or link in with various G-P, "Direct-Susceptibility or Psychological-Response Patterns".

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A second aim here would be to try to bring about, stimulate, definite action on the part of hostile regimes; e.g., in the way of revising their estimates of US-allied strength. The pattern relevant here would be an instance of (G-A)s-G'-P' and G'-A', as in type (10).

It is realized that other and new types of patterns beside the preceding fifteen will prove useful, other symbols will be applicable, and other relationships of the symbols will prove capable of some further generalization. The only controls over such further elaboration and revision should be in the interests of preserving whatever comparability is feasible in the work on different sub-areas.

The initial Requirement called for a summary of the chief susceptibility patterns of the subject population and any super-imposed alien regime. As a result of the investigation of detailed susceptibility-situations, that summary should include (i) both direct and indirect susceptibilities, (ii) susceptibilities in leadership, and (iii) modifications of susceptibilities by hostile psychological warfare.

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TAB

Intra CIA DRAFT
15 June 1950

APPENDIX VI

IDENTIFICATION OF PHYSICALLY ACCESSIBLE AUDIENCES, AS DETERMINED

BY

MEDIA OF COMMUNICATION*

1. Oral Accessibility:

a. Radio

i. Receivers (number) by frequency-band: as distributed by areas and in groupings

ii. Audiences: size and character: as distributed by areas and in groupings, and by language and dialect, for both

(a) immediate audiences, and

(b) secondary audiences

b. Possibilities of agitational speeches, use of loud speakers, rumor-spreading, etc. by areas and groupings, with languages

c. Other possibilities; e.g. video, penetration of telephone system

2. Visual Accessibility:

a. Printed matter

i. Literacy, by language and dialect, distributed by geography and grouping

* While media of communication include both mechanical channels on the one hand, and, on the other, human and cultural ones, such as the human agents (aliens, natives, soldiers, etc.), their languages and idioms, their voices and gestures, etc., the emphasis in this supplementary study is on the mechanical channels and means taken to give or prevent physical access to them.

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2. Visual Accessibility: (Continued)

ii. Periodical press: by language and dialect

(a) kinds, numbers, titles

(b) attitudes of management and their susceptibility to influence

(c) readers and constituency: numbers and geographic and group distribution

b. Other (e.g., movies, spectacles, video, etc.)

3. Enemy capabilities for limiting physical accessibility of audiences.

4. The different functions and comparative efficiency of the various media in reaching different audiences.

5. Potentialities to be expected from distributing further media:

a. dropping radios

b. air, artillery, or other dissemination of printed matter.

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